R J Reynolds
Tobacco Company

C.A. DiBENEDETTO
Special Accounts Manager

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February 14, 1994

To: Art Muth

Re: **New Brand Distribution**

Dear Art:

I have discussed our distribution of new brands in Drug Fair with Rich Walters of Plainfield Tobacco. He has told me that in order for us to get distribution of our new brands in Drug Fair stores something must be taken out of distribution. He has also told me that there are some very slow moving brands in distribution for Drug Fair. I talked to him about substituting our six styles of Winston Select and our two new styles of Monarch Menthol Box for eight slow moving brands that are in distribution. He thought this would be a very good idea due to the recent increased activity on these styles. If this is a problem please let me know, if not could you please contact Rich Walters of Plainfield Tobacco and let him know this would be acceptable and to proceed with the substitutions of the following eight styles:

Winston Select King
Winston Select Box
Winston Select Lt. King
Winston Select Lt. Box
Winston Select Lt. 100
Winston Select Slim Lt. 100 Box
Monarch Menthol Box
Monarch Menthol Lt. Box

Thank you for your assistance in this matter.

Sincerely,

C.A. DiBenedetto

/cd
M2

cc: Nick Kuruc
Mark Young

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/pmcy0000